



HARNESSING
THE WINDS OF CHANGE

**International
Windship
Association**



IWSA @ SMM 2016

World's Leading Maritime
Trade Fair

Hamburg 6-9th - Sept 2016

30m² premier SMM booth
4 Day Presentation Area
New Innovation Award

Be the WINDS OF CHANGE by aligning your brand with the WINDSHIP REVOLUTION

Overview

The International Windship Association is building a reputation in the shipping industry for wind propulsion information and support, with a growing membership, widening network of supporters and burgeoning program of conferences, seminars, publications and industry collaboration projects.

This year, we will bring our association to SMM 2016, with a large premier positioned booth in the exciting new A5 Hall, a big draw specialising in sustainable, alternative propulsion solutions. We also have secured a central presentation area where we will have 4-days of wind propulsion project showcases, panel discussions on the future of the sector, unveiling leading research papers along with film showings and networking events.



To complement both of these, we will also use this opportunity to present our first IWSA Innovation Awards, bringing an international spotlight on the leading technologies, industry supporters and research over the last year, along with a highly coveted 'lifetime achievement award'.

All of these activities make our presence at SMM 2016, a dynamic, interactive and highly attractive blend of specialist information, business opportunities and networking which will be attracting participants and visitors from across the shipping and logistics industry along with significant media exposure.

SMM Statistics (2014)

Exhibitors: More than 2,100 leading Maritime companies & organisations from 67 countries.

Visitors: More than 50,000 visitors from all over the world.

Organiser: Hamburg Messe und Congress GmbH .

Event interval: every two years



“We are excited to announce a new exhibition area at SMM dedicated entirely to green propulsion. Hall A5 will cover all aspects of alternative and environment friendly technologies in marine propulsion..... Hall A5 will in future be the meeting point for expert information exchange on core competencies in green propulsion, charting a new course for further growth of green shipping.” SMM Management Team

Event sponsorship

By award category sponsorship, presentation day sponsorship or becoming our lead sponsor for the 4-day event exposes your brand to a large professional audience in the shipping, logistics and associated industry fields throughout the whole build up to the event in September, the actual 4-days at this world-class venue and during the follow up. (i.e. winner interviews, posting of presentations & videos online etc.)

Your brand will be associated **with leading innovations and cutting edge technologies** in the world of shipping, your representatives will be able to attend and promote your brand at the event as well as having a unique opportunity to network with like-minded entrepreneurs and customers keen to embrace truly **green, low carbon alternatives** in the market.

Sponsorship Opportunities include:

Lead sponsor (Award/Presentation)

Presentation theme or day sponsor – 4 days with 2 themes per day (AM/PM)

Networking events – cocktail evening, refreshments & film shows

Award Category Sponsor – 4 categories to choose from

IWSA Brochure – 1000+ print run

Gift bag – Logo & Inserts – 400+ bags

Marketing & PR

Example Sponsorship Packages

Lead Sponsor ●

Award Category Sponsor ●

Presentation Day Sponsor ●

Premium speaker slot for Company VP during Presentation schedule and Award ceremony.

Co-branding with all marketing activities for SMM – logo on all site banners.

Full page advert in IWSA brochure.

'Lifetime Achievement' Award category presentation + speech

Premium banner ad slot and company profile on IWSA website.

Short promotional video to be played during all presentation area breaks and networking events

Sponsor's chosen hashtag listed on all e-invitations and social media releases

Company VP to present chosen award + short speech

Company logo featured on all audio/visual materials for sponsored category and on main program.

Company profile & logo on all Award marketing, press releases and invitation materials.

Website and social media announcements with company URL links.

Inclusion in monthly e-shot promotions to IWSA database over 6 month period.

Opportunity to have branding included in the Award itself

Introduction presentation slot for company VP

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

Marketing & PR - REACH

Activity	Audience
Home page banner on wind-ship.org & logo on awards webpage	6000 visitors monthly (projected to rise to 10,000+ during campaign) – 6 months = 60,000
6 x e-shots to IWSA database	6 x 1,000+
Press release - sponsors mention	Monthly release to 100+ maritime media outlets
Logo on invitations & programs	3,000+
Social Media (Linkedin/Twitter)	5,000+
IWSA Brochure	1,000+
Total	70,000+ (excluding press release uptake)

NOTE: These are IWSA specific figures, however our membership will mirror and amplify this reach through large supporting organisations, including universities (TU Delft, University of Tokyo, UCL etc.) and membership NGOs (WWF & numerous other shipping/environmental groups.)

Presentation Area Schedule (TBC)

The 8 square mtrs Presentation area will accommodate up to 40 visitors and will run 6-8 presentations and panel discussions throughout each day, with a networking event

6 th September		
Benefits/Drivers & Vision for the Future	Wind Technology Projects	Life Time Achievement Award + network cocktails
7 th September		
Small Vessel Market	Retrofit vs New Builds	Film Show
8 th September		
Media & Market Barriers	Complementary Technologies	Innovation Awards Ceremony
9 th September		
Design & Shipbuilding Industry	Research	Research Award/Networking



Award Categories

The 1st IWSA Innovation Awards will be announced in April with a call for nominations. These will be shortlisted by a select group of luminaries from the industry, academia and wind propulsion community and then put to a public vote in June. The Lifetime achievement Award will be determined by a vote of IWSA members.

1 - Wind Propulsion in Commercial Shipping – Innovation Award – innovative technology, network development or business models.

2 - Wind Propulsion Technology User Award – this award is for shipping companies that are championing the use of wind propulsion on their vessels through testing, prototype operation or commercial use.

3 - Wind Propulsion Research Award – for researchers, engineers, naval architects and academics in the field.

4 - Special – Lifetime Achievement Award

To discuss tailoring these sponsorship offers to your company needs and on pricing please contact:

Gavin Allwright, IWSA Secretary
secretary@wind-ship.org



SMM

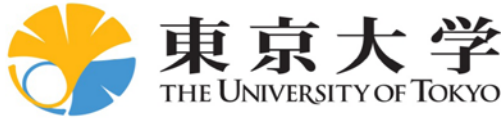
MARIN



PEACE BOAT



LadeAs



smart green shipping alliance



provinsje fryslân provincie fryslân



INNOVATION WITH PLYMOUTH UNIVERSITY

. BESSIE - ELLEN .

- PLYMOUTH 1904 -
A West Country Trading Ketch



TRANS OCEANIC WIND TRANSPORT

